TRANSBOARD Inc.

NATIONAL ACCOUNT PRICE LIST

Price Schedule Effective March 1, 1980

Number of Images Purchased Per Year	Selling Price/Image
0-99	$765.00
100-299	685.00
300-499	660.00
500-699	630.00
700-999	620.00
1000 plus	615.00

Images must be ordered on a single purchase order for no more than one year and must be released within one year from date of purchase order. Images may be shipped anywhere in the United States.

If less than the number of images specified on the purchase order are released during the period covered by the purchase order customers will be billed for any price differential plus a 10% service charge on the excess amount.

TERMS: Net 30 days.

TRANSPORTATION CHARGES: Prices F.O.B. plant in Northfield, Minnesota.

For Further Information Call or Write:

TRANSBOARD Inc.
131 West Burnsville Parkway
Burnsville, Minnesota 55337
(612) 890-5601

2040925525

Source: https://www.industrydocuments.ucsf.edu/docs/qkvn0004

TRANSBOARD Inc.

TRANSPOSTER
PRICING

Price Schedule Effective Nov. 1, 1980

41" x 60" Dioramas

Quantity per order	Price - U. S. Dollars
0 - 19	$60.00
20 - 49	$51.85
50 - 99	$49.85
100 - 149	$42.85
150 plus	$40.85

48" x 69" Bus Shelters

Quantity per order	Price - U. S. Dollars
0 - 19	$69.50
20 - 49	$60.15
50 - 99	$57.80
100 - 149	$49.70
150 plus	$47.50

Other sizes by quotation.

1. Prices do not include printed materials which are to be supplied by the customer.
2. Each **Transposter** requires two idential printed pieces to form one image. Quantity orders should include an additional 10% of printed materials to allow for damage or spoilage.
3. Prices for **Transposters** are for single orders processed at the same time to qualify for discounts. THEY DO NOT HAVE TO BE THE SAME COPY.
4. Delivery time is two weeks on **Transposter** orders up to 150.

TERMS: Net 30 days.

TRANSPORTATION CHARGES: Prices F.O.B. plant in Northfield, Minnesota.

For Further Information Call or Write:

TRANSBOARD Inc.
131 West Burnsville Parkway
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TRANSBOARD Inc.

NATIONAL ACCOUNT PRICE LIST

Price Schedule Effective Nov. 1, 1980

8 SHEET POSTERS 60" x 130"

Number Images Per Order	Selling Price / Image*
20-99	$213.00
100 +	$193.00

*Includes 15% Ad Agencies discount

1. Prices do not include printed materials which are to be supplied by purchaser.

2. Each **Transboard** image requires two identical printed pieces to form one image. Quantity orders should include additional 10% of printed materials to allow for damage or spoilage.

3. For quantity discounts, printed materials must be submitted at same time. THEY DO NOT HAVE TO BE THE SAME COPY.

TERMS: Net 30 days.

TRANSPORTATION CHARGES: Prices F.O.B. plant in Northfield, Minnesota.

For Further Information Call or Write:

TRANSBOARD Inc.
131 West Burnsville Parkway
Burnsville, Minnesota 55337
(612) 890-5601

2040925527

Source: https://www.industrydocuments.ucsf.edu/docs/qkvn0004

Creating a more effective means of advertising is a constant goal in today's fast paced society. Achieving a "competitive edge" calls attention to your advertising and sets it apart from your competitors. The Transboard corporation has made a dramatic breakthrough in advertising that could give your corporation that "competitive edge", it's called the ***Transboard System*** of backlighting Billboards. Transboard has taken the established time-tested media, outdoor billboards, and created a very exciting and effective form of advertising.

The ***Transboard System*** is unlike any other available backlit system. It converts two 30 sheet bleed posters, commonly used for front posting, into a one piece transparent image to be mounted on Transboards patented lightbox system....no special artwork is needed....no airspraying or silk screening....no processing in foreign countries. You simply supply us with two identical pre-printed 30 sheet bleed posters and we will produce a one piece image.

By using the ***Transboard System***, production time and costs are substantially reduced without losing the quality of image. Normal delivery time for a Transboard image is four weeks or less, depending on quantities.

Transboard Images can be mounted on a specially designed lightbox. ***Transboard Images*** can also be mounted on existing competitive lightboxes with the use of a low cost adapter kit. This adapter kit more than pays for itself with your first purchase of a ***Transboard Image.***

In the daylight Transboard cannot be distinguished from other front posted billboards, but at night, Transboard becomes the focal point for outdoor advertising.

In addition to Transboard's quality, a major benefit of the system is cost. The ***Transboard System*** can provide you with three times as many image changes as competitive systems for the same cost. Because of Transboard's unique system it becomes feasible to use Transboard's backlits on short run campaigns as well as sustaining ad programs.

To learn more about this exciting innovation in backlits, contact:

Transboard Inc.,
131 West Burnsville Parkway
Burnsville, Minnesota 55337.
(612)890-5601.

2040925528

Source: https://www.industrydocuments.ucsf.edu/docs/qkvn0004

Outdoor advertising users and their ad agencies are constantly looking for new ways to creat excitement and draw attention to their advertisement. Plant operators are looking for ways to provide that attention getting excitement and increase revenues on existing site locations. **Transboard, Inc.** has just announced a system that creates that excitement and can provide you with additional revenue. We call it the ***Transboard System*** of backlighting billboards.

The ***Transboard System*** is a patented and proprietary process to convert existing 30 sheet bleed posters into backlit images, comparable in quality to other backlit images but at a fraction of the cost. Your customers need not supply special artwork...no airspraying or sending away to foreign countries...your customer simply supplies us with two identical 30 sheet bleed posters and we will create a one piece backlit image.

Transboard Images can be mounted on a specially designed lightbox. ***Transboard Images*** can also be mounted on existing competitive lightboxes with the use of a low cost adapter kit. This adapter kit more than pays for itself with your first purchase of a ***Transboard Image.***

This breakthrough in backlit technology will permit your customers to use backlits on shortrun ad campaigns as well as on sustaining programs.

Transboard is truly a major advance in backlit technology and one which you should add to your outdoor system.

To learn more about Transboard, contact:

Transboard, Inc.
131 West Burnsville Parkway
Burnsville, Minnesota 55337
(612) 890-5601

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Source: https://www.industrydocuments.ucsf.edu/docs/qkvn0004

TRANSBOARD™

...is "brightening" up America with its exciting new backlit billboard system...Transboard's have a quality and character all their own... In the daytime, Transboard images look like other front posted billboards ... At night, however, Transboard images stand out with richness, depth and eye catching attractiveness even amid the light clutter of downtown areas.

NEW CONCEPT IN BACKLITS

Transboards are fabricated from preprinted posters commonly used for front posting billboards, creating a one piece image which is mounted on Transboard light boxes . . . Existing light boxes are also easily adapted to use Transboard images ... The patented Transboard process makes long deliveries, and expensive creative and artwork a thing of the past.

HIGH QUALITY—HIGH VISIBILITY

Transboard backlits bring out the richness and depth of color in outdoor advertising . . . They create a continuity in advertising which can only be achieved by using the Transboard system . . . Industry studies have indicated a substantially greater recall of backlits than standard front posted boards.

A LOW COST, VERSATILE BACKLIT SYSTEM

Transboards, which are made up of preprinted posters, are substantially less costly than competitive systems . . . Transboards have a flexibility in copy all their own . . . Customers are not restricted to a single copy design for a number of backlits . . . With Transboard, price is not contingent on copy design, only on the number of posters processed . . . This low cost system also allows customers the flexibility of changing copy more often to permit the coordination of backlits to the total ad program. Transboard's low cost and versatility permits its use by local and regional as well as national accounts . . . As an added benefit, Transboards, which take on the appearance of front posted billboards during daytime, need only be illuminated at night, saving energy and operation expense.

"BRIGHTEN" YOUR AD PROGRAM WITH TRANSBOARDS

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GENERAL OFFICES
131 W. BURNSVILLE PKWY.
BURNSVILLE, MN 55337
(612) 890-5601

TRANSBOARD™ Inc.

TRANSPOSTER

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